PERSPECTIVES ON THE COLLECTION

A new series of exhibitions at the Museum organized by distinguished professionals from various fields, who also moderate the corresponding seminar.

THE ARTIST AT WORK

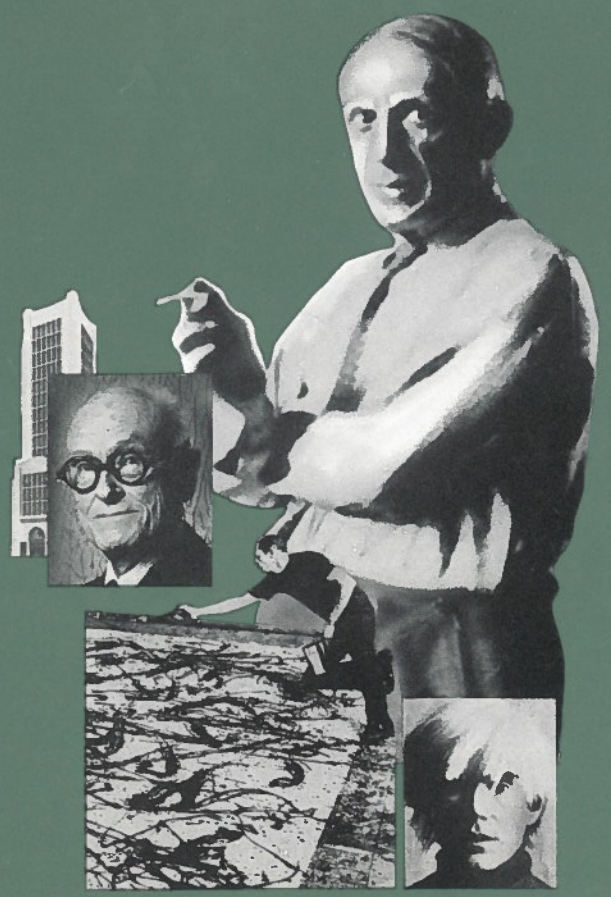
TUESDAY, SEPTEMBER 24
6:00 TO 7:30 PM
The first seminar will explore how the visual artist has been captured in profile and conversation by the electronic media.

Moderator: **Arthur C. Danto**, Art Critic, *The Nation* and Johnsonian Professor of Philosophy, Columbia University
Panelists: **Michael Blackwood**, Producer and Director **Jonny Holzer**, Artist **David Ross**, Director, Whitney Museum of American Art **George Segal**, Sculptor **Kirk Varnedoe**, Director of Paintings and Sculpture, The Museum of Modern Art

THURSDAY, SEPTEMBER 26
6:00 TO 8:00 PM
The second seminar features a screening of *Philip Johnson: A Self-Portrait* (1986) and a discussion with the panelists.

Moderator: **Arthur C. Danto**
Panelists: **Rosamond Bernier**, Art Lecturer and Editor **Philip Johnson**, Architect

Individual tickets:
$10.00 each ($8.00 for members)
Subscription for all six Perspectives *seminars:*
$50.00 ($40.00 for members)



FROM STAGE & SCREEN

THURSDAY, OCTOBER 15
6:00 TO 7:30 PM
The first seminar will explore how television and radio have preserved a rich legacy of classic performances by Broadway and motion picture stars.

Moderator: **Andrew Sarris**, Film Critic, *The New York Observer* and Professor of Film, Columbia University
Panelists: **Jane Alexander**, Actress **David Davis**, President and Executive Director, *American Playhouse* **Horton Foote**, Screenwriter **Brandon Stoddard**, President, ABC Productions **Jac Venza**, Director of Performance Programming, WNET/13

THURSDAY, OCTOBER 17
6:00 TO 8:00 PM
The second seminar will feature a screening of *Victoria Regina* and a discussion with Helen Hayes.

Moderator: **Andrew Sarris**
Panelist: **Helen Hayes**

The From Stage & Screen *exhibition is sponsored by '21' International Holding, Inc. Foundation.*

Individual tickets:
$10.00 each ($8.00 for members)
Subscription for all six Perspectives *seminars:*
$50.00 ($40.00 for members)

WITNESS TO HISTORY

TUESDAY, OCTOBER 22
6:00 TO 7:30 PM
The first seminar will explore how radio and television have documented the significant events of the twentieth century.

Moderator: **Ron Simon**, Television Curator, The Museum of Television & Radio
Panelists: **Walter Cronkite**, Correspondent, CBS Broadcast Group **Henry Hampton**, Executive Producer, *Eyes on the Prize* **Richard Hottelet**, Journalist **Brian Jenkins**, Correspondent, CNN **Joan Konner**, Dean, Graduate School of Journalism, Columbia University **Richard Wald**, Senior Vice President, ABC News

THURSDAY, OCTOBER 31
6:00 TO 8:00 PM
This seminar features screenings of television and cable coverage of the Vietnam War and the Persian Gulf War, with comparative commentary by three war correspondents.
Moderator: **Ron Simon**
Panelists: **Lou Miliano**, Reporter, WCBS-AM **Morley Safer**, Correspondent, CBS News **Garrick Utley**, Chief Foreign Correspondent, NBC News and Anchor, NBC Weekend Nightly News

The Witness to History *exhibition is sponsored by New York Telephone, New York's cultural connection.*

Individual tickets:
$10.00 each ($8.00 for members)
Subscription for all six Perspectives *seminars:*
$50.00 ($40.00 for members)

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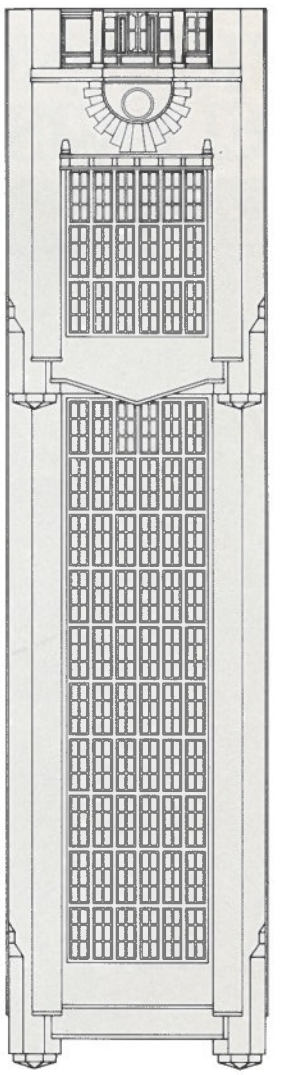

Seven Decades of Radio and Television: The Seminars

MTR

THE MUSEUM OF
TELEVISION & RADIO
25 WEST 52 STREET
NEW YORK, NY 10019
(212) 621-6600

Seven Decades of Radio and Television

Radio and Television have had a profound influence on twentieth century life by documenting and influencing our understanding of cultural history over the last seventy years. The Museum of Television & Radio presents a year-long celebration of these media with interpretive exhibitions, screening series, and seminars based on the Museum's collection of over 40,000 programs.

The Seminars

THE ARTIST AT WORK
FROM STAGE & SCREEN
WITNESS TO HISTORY
MURPHY BROWN
JACK BENNY
KEN BURNS
WRITING FOR TELEVISION
CABLE PROGRAMMING
ADVERTISING COUNCIL

September 1991 to January 1992

Screening schedules and publications for seminars held in conjunction with an exhibition are available at the Museum.

MURPHY BROWN

THURSDAY, OCTOBER 3
6:00 TO 7:30 PM

For three seasons, *Murphy Brown* has been one of television's exemplary comedies, featuring an exceptional ensemble cast and witty scripts. The series has been accorded numerous honors, including multiple Emmy Awards, the Television Critics Association Award, and the Golden Globe. Members of the cast and creative team will reveal the inner workings of the series and discuss the upcoming season.

Moderator: **Robert M. Batscha**, President, The Museum of Television & Radio
Panelists: **Candice Bergen**, Cast Member **Pat Corley**, Cast Member **Diane English**, Executive Producer/Creator **Faith Ford**, Cast Member **Charles Kimbrough**, Cast Member **Robert Pastorelli**, Cast Member **Joe Regalbuto**, Cast Member **Grant Shaud**, Cast Member **Joel Shukovsky**, Executive Producer

Air transportation for seminar panelists is provided courtesy of

MGM GRAND AIR
Improving Air Quality

Tickets: $15.00 each ($12.00 for members)

JACK BENNY

THE RADIO AND TELEVISION WORK

THURSDAY, OCTOBER 10
6:00 TO 7:30 PM

This seminar will be held in conjunction with the exhibition *Jack Benny: The Radio and Television Work*. It will explore what made Jack Benny unique, from the creation of one of the most durable characters, Jack himself, to the collaboration of Benny with his creative team and how he used the comic foils of his regulars and guest stars.

Moderators: **Ron Simon***, Television Curator, The Museum of Television & Radio
Rich Conaty*, former Associate Radio Curator, The Museum of Television & Radio
Panelists: **Joan Benny**, Writer and Lecturer **William A. Henry III***, Senior Critic, *Time* Magazine **Peter W. Kaplan***, Consulting Editor, *Condé Nast Traveler* **Ralph Levy**, Producer/Director, *The Jack Benny Program*

* *Contributing author to the Museum's exhibition book* Jack Benny: The Radio and Television Work

This exhibition is sponsored by JELL-O® Brand Desserts.

Tickets: $10.00 each ($8.00 for members)

KEN BURNS

THE CIVIL WAR and other works

TUESDAY, OCTOBER 29
6:00 TO 7:30 PM

Ken Burns has received universal acclaim for his eleven-hour PBS documentary, *The Civil War* (which drew the largest audience of any series in PBS history). Highlights from Burns's earlier works, including *The Congress*, *Huey Long*, and *The Shakers*, will be screened, along with segments from *The Civil War* and his new work, *Empire of the Air: The Men Who Made Radio*. Burns will answer audience questions.

Moderator: **Ron Simon**, Television Curator, The Museum of Television & Radio
Panelist: **Ken Burns**, Documentarian

Tickets: $10.00 each ($8.00 for members)

WRITING FOR TELEVISION

Six seminars, cosponsored by the Museum and the Writers Guild of America, East, examining the craft of writing for television.

WRITING FOR DRAMA

THURSDAY, OCTOBER 10
6:00 TO 7:30 PM

Moderator: **Jonathan Alter**, Senior Editor, *Newsweek*
Panelists: **Roger O. Hirson**, *The Old Man and the Sea, A Christmas Carol* **Robert Nathan**, *Law & Order* **John Ford Noonan**, *St. Elsewhere, Some Men Need Help* **Eric Overmyer**, *The Days and Nights of Molly Dodd, St. Elsewhere, Slap Maxwell* **Susan Rice**, *Running Mates, Something in Common*

WRITING FOR CHILDREN'S PROGRAMMING

THURSDAY, OCTOBER 24
6:00 TO 7:30 PM

Moderator: **Jonathan Alter**
Panelists: **Judy Freudberg**, *Sesame Street* **Jeffrey Kindley**, *Afterschool Specials* **Ronnie Krauss**, *Reading Rainbow* **Mitchell Kriegman**, *Clarissa* **Luis Santeiro**, *Sesame Street, 3-2-1 Contact*

WRITING FOR DAYTIME SERIALS

THURSDAY, NOVEMBER 7
6:00 TO 7:30 PM

Moderator: **Jonathan Alter**
Panelists: **Lorraine Broderick**, *All My Children* **Craig Carlson**, *One Life to Live* **Douglas Marland**, *As the World Turns* **Wisner Washam**, *All My Children*

WRITING FOR NEWS MAGAZINES AND DOCUMENTARIES

THURSDAY, NOVEMBER 21
6:00 TO 7:30 PM

Moderator: **Jonathan Alter**
Panelists: **Ofra Bikel**, *Frontline* **Irv Drasnin**, *American Experience*, CBS **Don Hewitt**, Producer, *60 Minutes*

WRITING FOR SKETCH COMEDY

WEDNESDAY, DECEMBER 4
6:00 TO 7:30 PM

Moderator: **Jonathan Alter**
Panelists: **Becky Hartman**, *In Living Color* **Gerard Mulligan**, *Late Night with David Letterman* **others to be announced**

WRITING FOR SITUATION COMEDY

THURSDAY, DECEMBER 5
6:00 TO 7:30 PM

Moderator: **Martha Greenhouse**, Acting Chairman, TIP-East
Panelists: **Lee Kalcheim**, *All in the Family* **John Markus**, *The Cosby Show, Taxi* **David Misch**, *Police Squad, Mork & Mindy* **Susan Silver,** *The Bob Newhart Show, The Mary Tyler Moore Show*
This seminar is presented in association with TIP-East (To Increase Production in the East).

Individual tickets:
$10.00 each ($8.00 for members)
Subscription for all six seminars:
$50.00 ($40.00 for Museum and Writers Guild members)

CABLE PROGRAMMING

Two seminars, cosponsored by the National Academy of Cable Programming, that will explore the new programming ideas of cable television.

ORIGINAL MOTION PICTURES FOR CABLE

WEDNESDAY, OCTOBER 16
6:00 TO 7:30 PM

Moderator: **Robert M. Batscha**, President, The Museum of Television & Radio
Panelists: **Matthew Blank**, President, Showtime Networks Inc. **Kay Koplovitz**, President and Chief Executive Officer, USA Network **Dennis Miller**, Executive Vice President, Turner Network Television **Bridget Potter**, Senior Vice President of Original Programming, Home Box Office, Inc.

ORIGINAL PROGRAMMING FOR SPECIALIZED AUDIENCES

THURSDAY, OCTOBER 17
6:00 TO 7:30 PM

Moderator: **Robert M. Batscha**
Panelists: **Geoffrey Darby**, Senior Vice President, Nickelodeon **Patricia Fili**, Senior Vice President, Programming and Production, Lifetime Television **Brooke Johnson**, Vice President of Programming, A&E **Jefferi K. Lee**, Vice President of Network Operations, Black Entertainment Television **Judy McGrath**, Creative Director, MTV **Greg Meyer**, Senior Vice President of Programming, The Discovery Channel

Individual tickets:
$10.00 each ($8.00 for members)
Subscription for both seminars:
$18.00 ($14.00 for members)

SHOWTIME. HBO® BET USA NETWORK THE Discovery CHANNEL® NICKELODEON TNT A&E LIFETIME TELEVISION MTV MUSIC TELEVISION

ADVERTISING COUNCIL

These seminars will be held in conjunction with the exhibition *A Half Century of Public Service: A Retrospective of Advertising Council Campaigns.*

THE CONSCIENCE OF ADVERTISING

THURSDAY, NOVEMBER 14
6:00 TO 7:30 PM

A seminar exploring how the advertising industry responds to social causes through the mechanism of the Council.

Moderator: **Fred Danzig**, Editor, *Advertising Age*
Panelists: **John Elliot, Jr.**, Chairman Emeritus, Ogilvy & Mather Worldwide **John Flecknor**, Director, Center for Advertising History, National Museum of American History **Frederick Krupp**, Executive Director, Environmental Defense Fund **Randall Rothenberg**, Media Reporter, *The New York Times* **Ruth Wooden**, President, Advertising Council

PRESENT AT THE CREATION

THURSDAY, JANUARY 16
6:00 TO 7:30 PM

A seminar exploring the "inside story" of how an Advertising Council campaign evolves. The discussion will focus on an AIDS and drug campaign produced for the National Institute on Drug Abuse.

Moderator: **Jack Bowen**, Chairman Emeritus, DMB&B Worldwide
Panelists: **Michael Chaney**, Account Supervisor, Account Services, Della Femina McNamee **Susan Lachter David**, Chief, Community and Professional Education Branch, Office of Policy and External Affairs, National Institute on Drug Abuse **Victor Galef**, Senior Vice President, Marketing, SEI Corporation **Rich Roth**, Executive Vice President, Creative Director, Della Femina McNamee **Robert Schultz**, Senior Vice President, Advertising Council

Individual tickets:
$10.00 each ($8.00 for members)
Subscription for both seminars:
$18.00 ($14.00 for members)